



Central Kootenay Farm & Food Directory

Guide to creating a business listing

**CENTRAL
KOOTENAY**



**FOOD POLICY
COUNCIL**

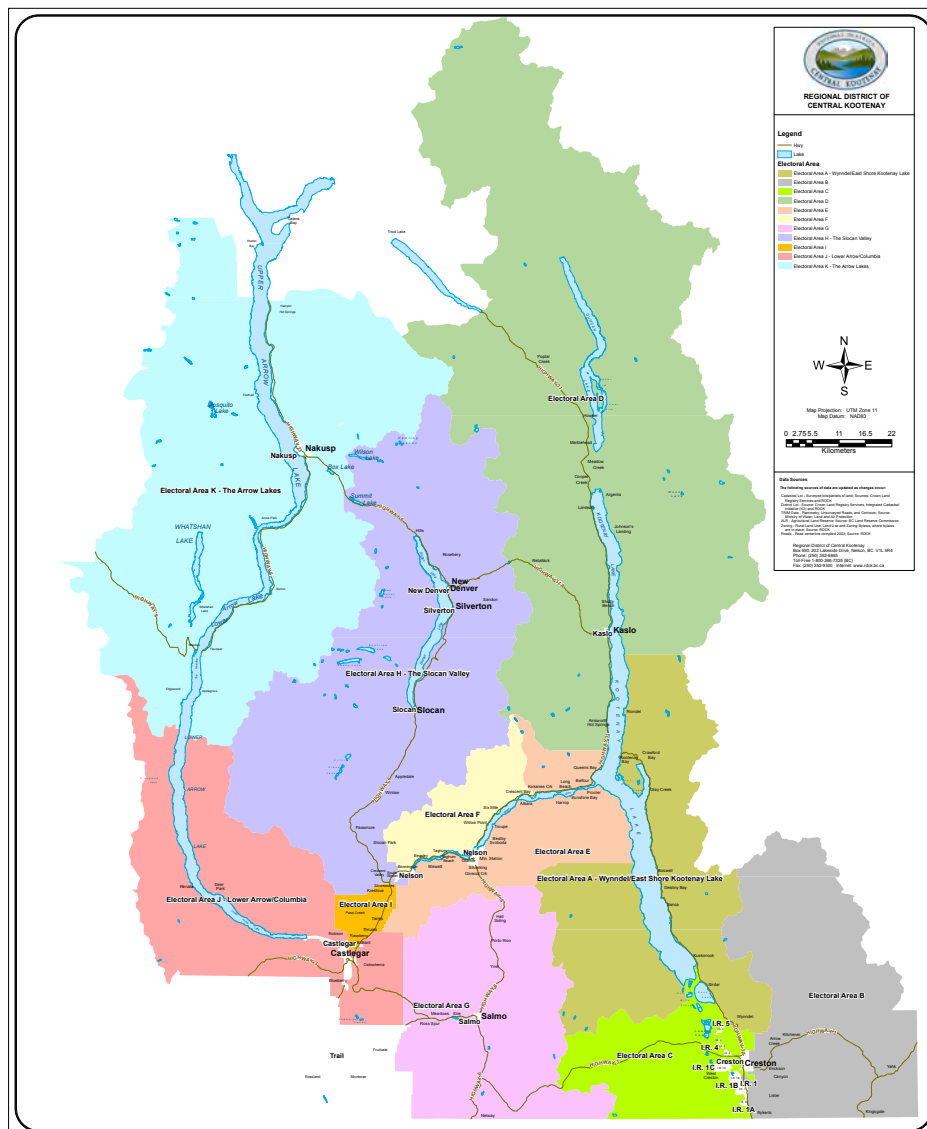
Fostering a just and
vibrant food system

updated 2019

The Central Kootenay Farm & Food Directory is a project of the Central Kootenay Food Policy Council. The creation of the Directory responds to numerous reports written in the region over the years, recommending the creation of a platform that connects eaters and buyers more easily to the food grown, raised and processed here. We believe that by making that connection easier, it will contribute to the vibrancy and expansion of the food economy of the Central Kootenay.

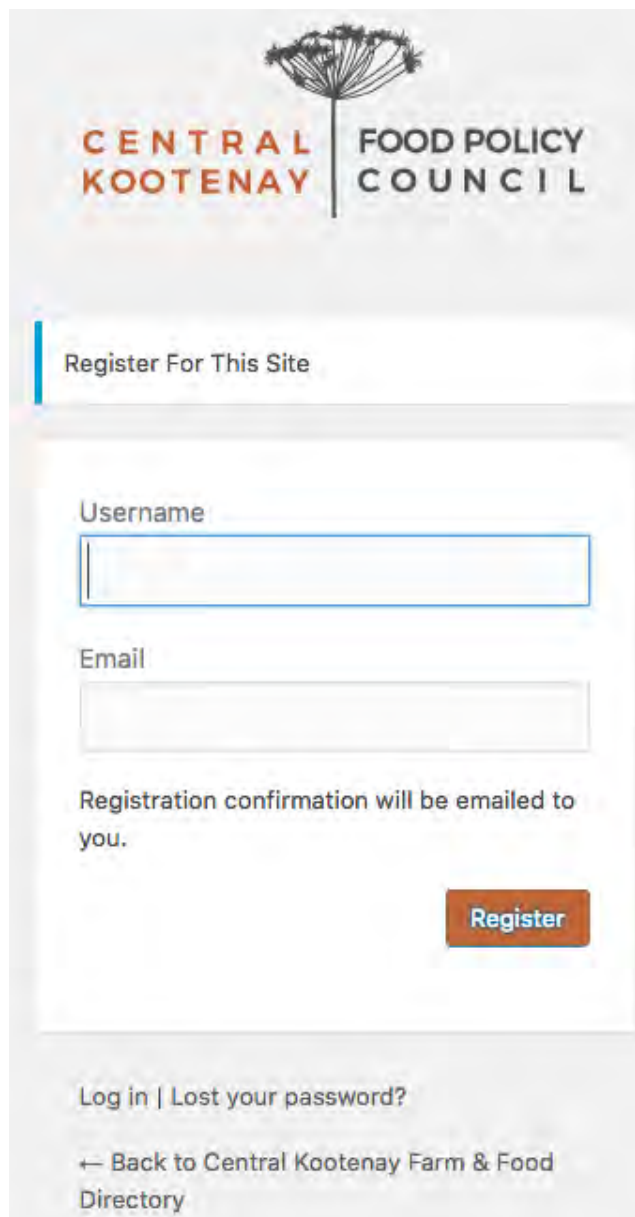
There is no cost for a farm or food processing business located within the Central Kootenay Regional District to be listed in the Directory. Those who so choose and wish for a higher profile within the Directory can take out an advertisement, for a fee, by contacting the Pennywise, our publishing partner in this endeavour (1-800-663-4619).

To be listed in the Directory it is necessary to set up an account on the Directory website. This protects the website from hacking and also allows you to update your information as and when necessary. Please read on for directions on setting up your account.



STEP 1: SETTING UP AN ACCOUNT

To enter your business in the Central Kootenay Farm & Food Directory, you will need to first set up an account. By setting up an account, you can manage the listing of your farm products as they change. Normally you will do an annual update. **To have your business listed in the print version of the Directory, you must update your information by March 31st each year.** The online version of your business information can be updated at any time.

The image shows a web registration form for the Central Kootenay Food Policy Council. At the top is the organization's logo, which includes a stylized plant and the text 'CENTRAL KOOTENAY' and 'FOOD POLICY COUNCIL'. Below the logo is a section titled 'Register For This Site'. It contains two input fields: 'Username' and 'Email'. Below the 'Email' field is a line of text: 'Registration confirmation will be emailed to you.' At the bottom right of this section is a blue 'Register' button. Below the registration section are links for 'Log in | Lost your password?' and a link to 'Back to Central Kootenay Farm & Food Directory'.

On your computer browser, go to www.centralkootenayfood.ca

The web page that will appear will look like the one below. If this is your first time on the Directory site, you will need to first Register. **If you are returning** to edit or update your information, you will click on “Log in” rather than “Register”.

Log in

Register

After you click on Register, the page below on the left will appear.

Choose a Username that you will be able to remember and that makes sense in association with your business. You can use your business name, as that may be the easiest way to remember your account information.

Enter an email address that you use regularly and then click the **Register** button at the bottom. After you have clicked on the Register button, and your information has

been entered into the website database, the page below will appear, confirming your registration. This may take a minute or so.

As indicated in the text below the “Email” block, you will be sent an email that will confirm your registration. Go check your email.



Registration complete. Please check your email.

Username or Email Address

Looking for great food grown and processed in the Central Kootenay?

We'll help you find it! Brought to you by the **Central Kootenay Food Policy Council**, this Directory is available in print as well - check the local tourism centres, libraries and other likely venues near you.

[What's Near You?](#)



The Email you receive will have in the subject line the following text:
[Central Kootenay Farm & Food Directory] Your username and password info

In the body of the email will be the Username that you chose, and a link that will take you to a page where you will be able to enter a password of your choosing.

STEP 2: CHOOSING A PASSWORD

When you click on the link in the email, you will be taken to a page that looks like this image below.

CENTRAL KOOTENAY FOOD POLICY COUNCIL

Enter your new password below.

New password

NV49(#2iXcLNvfH*

Strong

Hint: The password should be at least twelve characters long. To make it stronger, use upper and lower case letters, numbers, and symbols like ! " ? \$ % ^ &).

[Reset Password](#)

[Log in | Register](#)

[← Back to Central Kootenay Farm & Food Directory](#)

CENTRAL KOOTENAY FOOD POLICY COUNCIL

Username or Email Address

Password

☐ Remember Me [Log In](#)

[Register | Lost your password?](#)

[← Back to Central Kootenay Farm & Food Directory](#)

Your password has been reset. [Log in](#)

[← Back to Central Kootenay Farm & Food Directory](#)

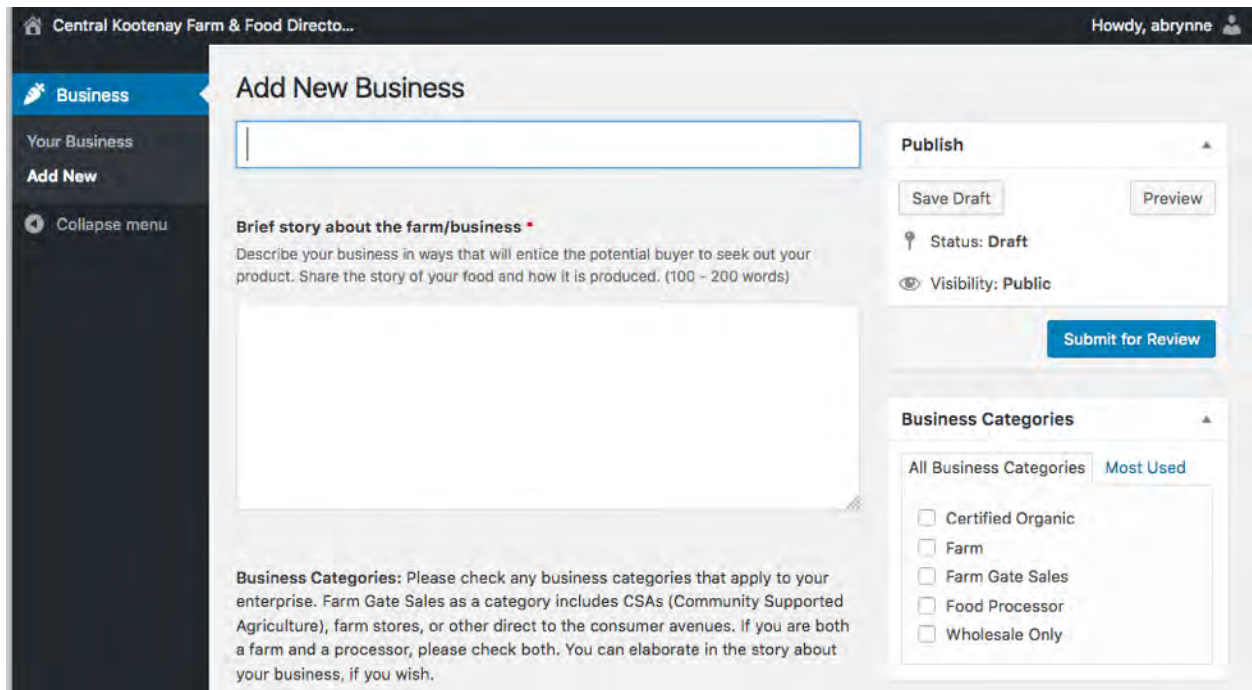
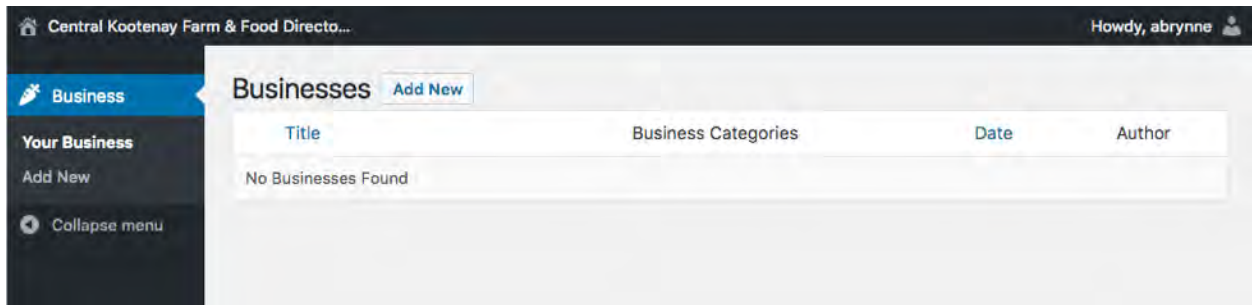
A suggested password will be in the password block - you can choose to keep it or replace it with one of your own. Your password should be a minimum of 12 characters long and contain a combination of letters, numbers and symbols.

If you choose to keep the suggested password, simply click on the Reset Password button. If you want to use your own password, click in the New Password box, and type in your chosen password. Then click the Reset Password Button at the bottom.

Please make sure to write down, someplace safe, your username and password for future reference.

After you click on Reset Password, you will be taken to a page that looks like the image below.

Click on the blue “Log in” link.



STEP 3: LOGGING IN

After clicking on the blue Log In link, you will see a page like the one on the right. Enter the Username you chose and your new password. Click Log In.

Product List: choose from the list in the box on the right or add your own. If you are doing small volumes of a number of items, you can list them as "mixed vegetables" or "(tree) fruit", for example.

Owner Name(s)

If entered, the owner name(s) will appear in the printed and online version of the directory.

Address

This is not required, unless you want buyers to come to your place of business.

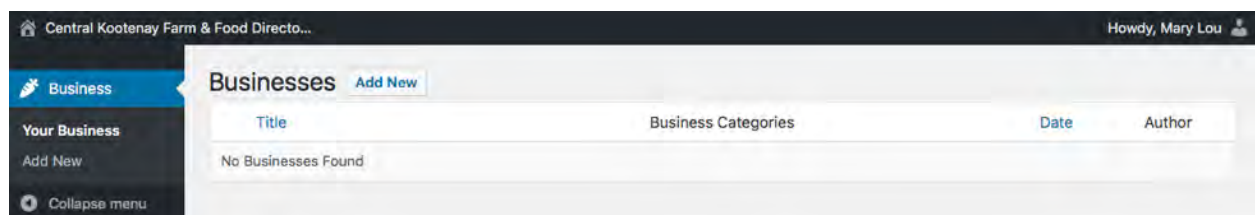
Products

Separate Products with commas

Choose from Most Used Products

[apples](#) [blackberries](#) [grain](#) [greens](#) [Heirloom tomatoes](#) [melons](#) [nuts](#) [perennial herbes](#) [root crops](#) [squash](#) [stoneground flour](#) [tree fruit](#) [watercress](#)

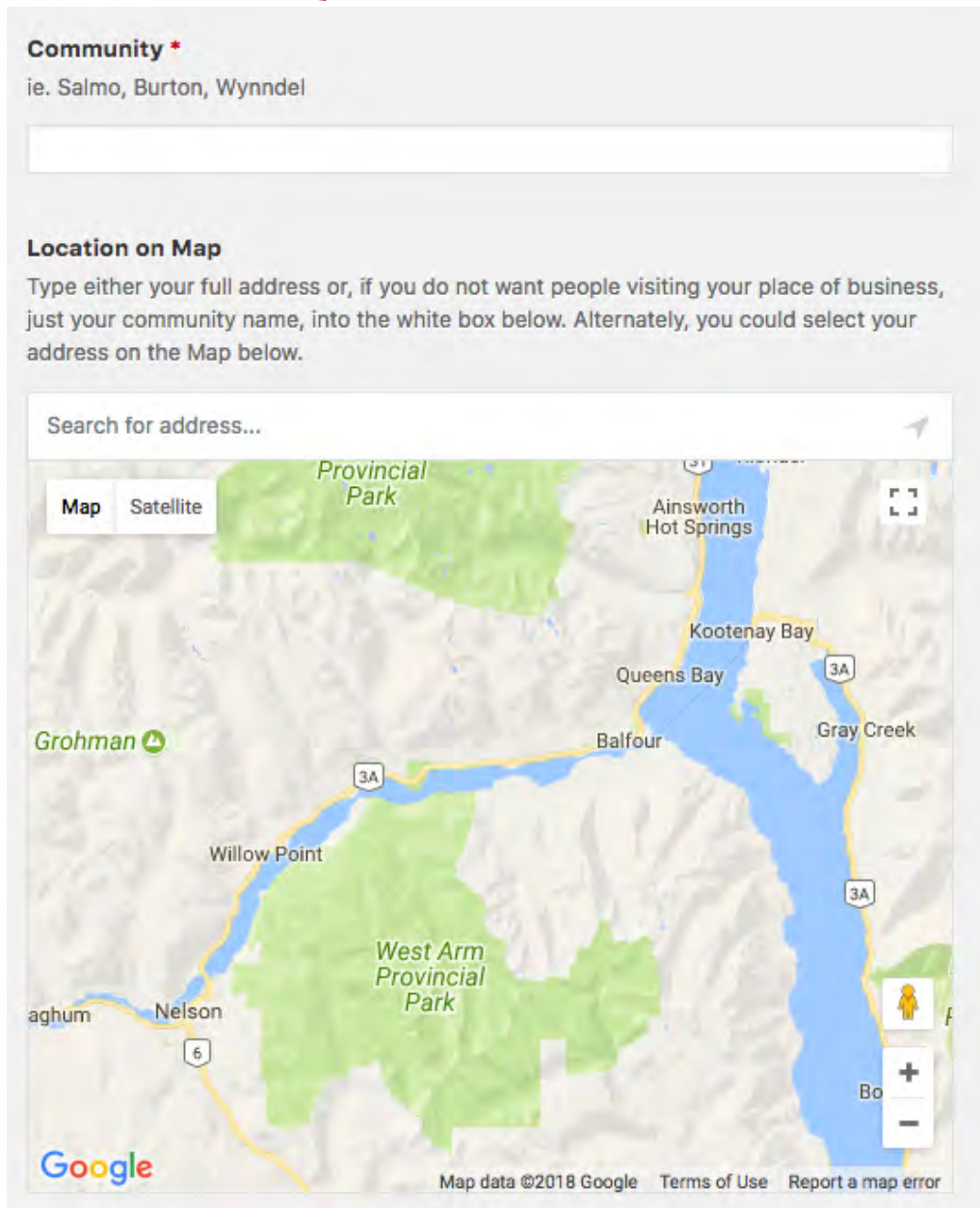
After you click Log In, you will be taken to the main page for entering a new Business or for updating your existing business account. The top of that page will look like the image below. In the top left hand corner, you will see the message "Howdy", followed by your Username.



STEP 5: ADDING YOUR BUSINESS

To enter your business (farm or food processor), click on the “Add New” to the right of the text “Businesses”.

After you click on “Add New” the full form will appear, the top of which will look like the



The screenshot shows a web form titled "Community *". Below the title is a text input field containing "ie. Salmo, Burton, Wynndel". Underneath is a section titled "Location on Map" with a descriptive paragraph: "Type either your full address or, if you do not want people visiting your place of business, just your community name, into the white box below. Alternately, you could select your address on the Map below." Below this text is a search bar labeled "Search for address...". The main part of the form is a map interface with "Map" and "Satellite" tabs. The map shows a region with labels for "Provincial Park", "Ainsworth Hot Springs", "Kootenay Bay", "Queens Bay", "Balfour", "Gray Creek", "Grohman", "Willow Point", "West Arm Provincial Park", "Nelson", and "Bo". Map controls like a person icon, zoom in (+), zoom out (-), and a full-screen icon are visible on the right side of the map. At the bottom of the map, it says "Map data ©2018 Google" and includes links for "Terms of Use" and "Report a map error".

image below.

In the text box under “Add New Business”, **enter the name of your business, exactly as you wish it to appear in the Directory** (both in print and the online version).

In the box below your

Business name, enter a brief description or story about your business. It is up to you what

you would like to enter into the story box, but it should inform readers about your business and, ideally, make them more interested in purchasing your products. Examples would be the story of the origins of your business, what management practices you use (free range, organic, etc), if it is a family business etc.

On the right of the page, **you must pick a Business Category** from the list. Depending on

The screenshot shows a web form with two sections. The first section is titled "Where your Products are available" and contains a text box with the placeholder text "ie. Kootenay Coop, Save-on Foods, CSA, On Farm". The second section is titled "When your Products are available" and contains five checkboxes: "Spring", "Summer", "Fall", "Winter", and "Year Round".

Where your Products are available

This need not be an exhaustive list, but should include the main outlets where your products can be purchased. If you name a grocery chain (for example, Safeway), please indicate which town(s).

ie. Kootenay Coop, Save-on Foods, CSA, On Farm

When your Products are available *

☐ Spring

☐ Summer

☐ Fall

☐ Winter

☐ Year Round

your operation, you may choose more than one.

STEP 6: PRODUCT LIST

Customers who will be using this Directory will want to know what kinds of products you have available, when they are available, and where they can be obtained. You can choose from the list choose from the list of most use products (click on the link below the Products box) or add your own items if they are not in the list.

If you wish your name(s) to appear in the Directory, please type them into the **Owner Names** box. This box is intended for those who run the operation, whether it is a farm or

The screenshot shows a web form section titled "Image". It contains a text box with the placeholder text "If you wish, you can upload an image from your computer. This image will be featured on your directory listing page. Please make sure your image is at least 1000px wide." Below the text box are two buttons: "No image selected" and "Add Image".

Image

If you wish, you can upload an image from your computer. This image will be featured on your directory listing page. Please make sure your image is at least 1000px wide.

No image selected Add Image

processing business. This is encouraged since it will enable any interested buyers to know from whom they wish to buy products.

Your physical address can go in the **Address Box**. This is not a required piece of information but if you expect that anyone will need to come to your place of business to purchase food, it is a good idea to put your physical address in the box. If, however, you do NOT want people coming to your place of business, leave this blank.

The image shows a form with four sections, each with a label and a text input field. The 'Website' section has the text 'mywebsite.ca' entered. The 'Facebook Page' section has the instruction 'Copy and paste the URL to your facebook page' above the input field. The 'Email' and 'Phone' sections have empty input fields. All input fields have a red asterisk at the end, indicating they are required.

Website

mywebsite.ca

Facebook Page

Copy and paste the URL to your facebook page

Email

Phone

Text boxes that have a red asterisk next to them, are required to be completed.

The image shows a section with a bold statement followed by two checkboxes. The statement is 'I agree to have the information ABOVE published in the online and print version of the Central Kootenay Farm and Food Directory *'. The first checkbox is labeled 'Yes' and the second is labeled 'No'. Both checkboxes are currently unchecked.

I agree to have the information ABOVE published in the online and print version of the Central Kootenay Farm and Food Directory *

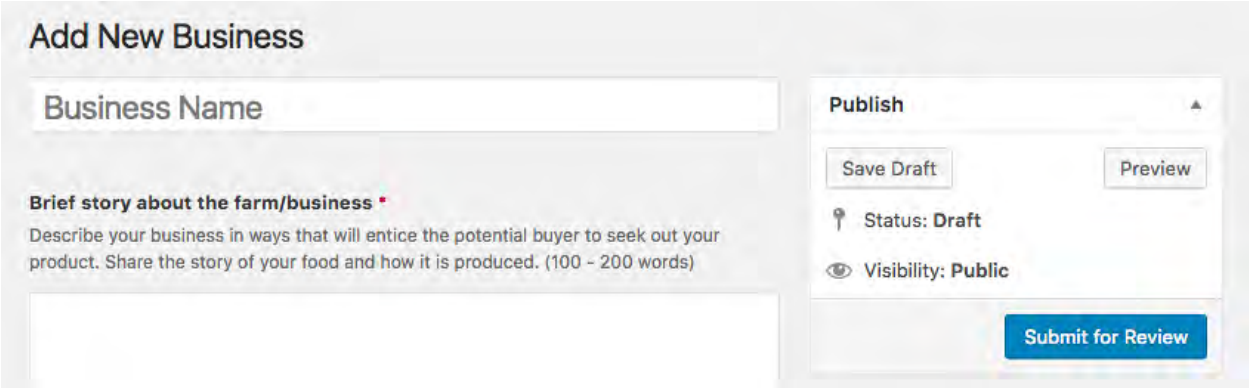
☐ Yes

☐ No

STEP 7: LOCATION

The Directory includes a map to show people where food is being produced in the Central Kootenay. Even if you chose to not put your physical address in the box above, please do include your community's name.

To enter your location on the map, if you wish people to come directly to your place of business if they so choose, enter your full physical address. If you do not want them to come to your place of business, enter your community's name followed by a comma and BC, in the text box immediately above the map.



The screenshot shows a web form titled "Add New Business". It is divided into two main sections. The left section contains a text input field labeled "Business Name" and a larger text area below it labeled "Brief story about the farm/business". The right section, titled "Publish", contains two buttons: "Save Draft" and "Preview". Below these buttons, it shows "Status: Draft" with a key icon and "Visibility: Public" with an eye icon. At the bottom right of the "Publish" section is a blue button labeled "Submit for Review".

Add New Business

Business Name

Brief story about the farm/business *
Describe your business in ways that will entice the potential buyer to seek out your product. Share the story of your food and how it is produced. (100 - 200 words)


Publish

Save Draft Preview

Status: Draft

Visibility: Public

Submit for Review



Register For This Site

Username

Email


Registration confirmation will be emailed to you.

[Register](#)

[Log in](#) | [Lost your password?](#)

[← Back to Central Kootenay Farm & Food Directory](#)

STEP 8: PRODUCT AVAILABILITY



Please enter your username or email address. You will receive a link to create a new password via email.

Username or Email Address

[Get New Password](#)

[Log in](#) | [Register](#)

[← Back to Central Kootenay Farm & Food Directory](#)

Customers and Buyers will want to know where and when your products are available. Enter any locations where they are available in the text box and then click on the times of the year when your products are available. It need not apply to every one of your products but how much of the year you are able to sell products.

STEP 9: IMAGE

If you wish, you can upload an image that in some way captures your operation. It can be a photo of your farm or of a line-up of your products. Or of the business owners. It is your choice, as long as it relates to your business. You click on the “Add image” button and then go to the location on your computer where the image is saved. It is good to know that location before you click on the “Add Image” button.

STEP 10: CONTACT AND SOCIAL MEDIA INFORMATION



If you have a business website or Facebook page, you can have them listed in the directory. You can also include your email and phone, if you wish people to be able to contact you using those media.

STEP 11: PERMISSION TO PUBLISH YOUR INFORMATION

We cannot and will not publish any of your information if you do not click on the yes box below the statement agreeing to have your information in the Directory.

STEP 12: ADDITIONAL INFORMATION

Below the permission to publish is an additional set of questions. The answer to these questions will never be published publicly. They are encouraged but not obligatory.

STEP 13: SUBMIT FOR PUBLISHING

All new Businesses will be reviewed and approved by the Directory administrator. To have your business included in the Directory, you must **scroll to the top of the web page** and click on the **Submit for Review button** at the top right hand side.

TROUBLESHOOTING

If you lose track of your password, you can enter your email address and be sent a link to create a new one.

The questions below are **OPTIONAL** but we encourage you to complete them. Your answers to the questions below will **NOT** ever be published in the print or online version of the Directory.

The information you provide below will help the Council to monitor the health of our region's food systems and to intervene where necessary and helpful. As an example, the information provided could potentially contribute to developing certain infrastructure or support services for food producers in our region, or identify where local government policy could be improved to support food businesses.

Information provided in response to the questions below will have all identifying characteristics stripped out before sharing with any external bodies who may assist the Central Kootenay Food Policy Council in analysing the data. Please review our Privacy Policy and Terms of Use for more information.

If you are a processor only, please only respond to the questions that apply to your operation.

After clicking on the Lost your password link, you will be taken to a page that looks like the image below. Simply enter your email address (the one that you used to create your account) and you will be sent a link to create a new password.

NEED MORE HELP? Email: info@ckfoodpolicy.ca Phone: 250.352.5342

This Guide is part of a Regional Food Directory and Assessment Project being run by the Central Kootenay Food Policy Council. We are grateful for the support of our partners, members and our funders of this Project:

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